2009

NORTH CENTRAL REGIONAL TRANSIT DISTRICT
Annual Report

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North Central Regional Transit District
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Santa Fe, New Mexico 87507
505-438-3257
www.ncrtd.org

2009 NCRTD Annual Report

Introduction

The NCRTD's Annual Report provides updated information to the NCRTD Board of Directors and General Public on the various transit-related activities undertaken and accomplished by the District during 2009.

This document is submitted per the requirement in the NCRTD's by-laws.

Organization

In March 2003, the New Mexico State Legislature (SB 34) authorized the formation of Regional Transit Districts (RTDs) and subsequently in September 2004 the NCRTD was recognized by the New Mexico Department of Transportation (NMDOT) as the first RTD in New Mexico. Additionally, the NM Legislature in March 2004 provided RTD's the ability to pass up to 1/2 of one cent gross receipts taxation by positive referendum to assist in funding public transportation. This initiative and direction began with the adoption of Resolution 2007-17 "Calling for an election to impose Gross Receipts Tax"

Member Governments

Counties of: Los Alamos, Rio Arriba, Santa Fe, and Taos.
Cities of: Espanola and Santa Fe.
Pueblos of: Ohkay Owingeh, Pojoaque, San Ildefonso, Santa Clara, and Tesuque.

Member Systems

Los Alamos	Atomic City Transit
Santa Fe	Santa Fe Trails

Service Area

The NCRTD proudly provides Free Bus Service in these Counties:
Los Alamos • Rio Arriba • Santa Fe • Taos and services the following communities: Acalde • Cerro • Chama Chimayó • Dixon • Edgewood • Eldorado • El Rito • Española • Galiesto • Los Alamos • Moriarty • Ohkay Owingeh • Ojo Caliente • Peñasco • Pojoaque • Pueblo of Pojoaque • Pueblo of Santa Clara• Pueblo of San Ildefonso • Pueblo of Tesuque • Questa • Santa Fe • Stanley • Taos • Truchas • Velarde/Alcalde

2009 Board of Directors

NCRTD Member	Director	Official Designee
City of Espanola	Councilor Alfred Herrera	Helen Kain-Salazar
Los Alamos County	Councilor Mike Wismer	Anthony Mortillaro
Rio Arriba County	Commissioner Elias Coriz	Thomas Campos
Pojoaque Pueblo	Tim Vigil	Cameron Martinez
San Ildefonso Pueblo	Raymond Martinez	Councilman Bryan Montoya
Ohkay Owingeh Pueblo	1st Lt. Gov. Virgil Cata	James Chancellor
Santa Clara Pueblo	Edwin Tafoya	Mary Lou Quintana
City of Santa Fe	Councilor Rosemary Romero	Jon Bulthuis
Santa Fe County	Commissioner Liz Stefanics	Penny Ellis-Green
Tesuque Pueblo	Governor Charles Dorame	Larry Samuel
Taos County	Commissioner Daniel Barrone	Sammy Pacheco

Pueblo

Tesuque Pueblo

Santa Clara

Pojoaque Pueblo

Ohkay Owingeh

San Ildelfonso Pueblo

Josette Lucero, Executive Director

It was an amazing year! 2009 was a year of celebration; commendation, reflection and sorrow. The NCRTD experienced growth, recognition, and the loss of a very dear friend and leader. The passing of former NCRTD Board Chairman Jim West in the fall, was a huge loss for his family; his community of Los Alamos, and for our staff and organization. We at the NCRTD were deeply saddened by the loss of our former Chairman Jim West that the Board took action and passed a Resolution honoring Jim's memory by naming the new Transit Center in Espanola in his name.

The year began under the leadership of Espanola City Councilman Alfred Herrera who helped us map out our approach to increasing ridership and setting a goal to obtain steady ridership throughout the region. With hard work from our dedicated staff, we implemented new routes and expanded services which increased our ridership by 100%!

The NCRTD receive national recognition by garnering awards at the 2009 Southwest Transit Association's (SWTA) Marketing Conference in Dallas, TX. The Spotlight Awards honors outstanding work for a marketing campaign that shows a unifying strategy, purpose or theme. This is typically an awareness building or educational campaign. The three Awards received by the NCRTD were for the newspaper insert regarding the Gross Receipts Tax Election. The objective was to provide outreach and voter confidence to support an $8 million dollar tax initiative within a four county region in North Central New Mexico. Another award was for the NCRTD Route Map which was designed to acquaint the population to the new Public Transportation service within a four county area covering in excess of 10,000 square miles. The third award was won for a 30 second radio spot to assist in an informational effort for a Gross Receipts Tax Election Initiative. The voice of the spot was New Mexico Governor Bill Richardson, a strong supporter of public transportation. The NCRTD also received the honor of garnering a prestigious state award of being the 2009 New Mexico Section 5316 Job Access Reverse Commute Transit System of the Year by the New Mexico Department of Transportation's Rail & Transit Division. It was an honor for me to accept these outstanding awards on behalf of the Board of Director's and my executive team. We are working diligently for north central New Mexico families who rely on public and regional transportation and we hope to continue to lead the way for alternative means of transportation for all citizens in our region and beyond!

Thank you, for allowing me to serve as your Executive Director during this exciting time to bring to fruition regional transit in north central New Mexico.

Sincerely,

Josette Lucero, MAOM
Executive Director

A Message from Alfred Herrera, Chairman

2009 marked the North Central Regional Transit District's 2nd Anniversary of Operation. On a crisp October day, we celebrated our second anniversary with the Ground Breaking Ceremony of the Jim West Regional Transit Center on Riverside Drive in City of Espanola.

This was a remarkable and memorable day for the NCRTD! There were many Dignitaries who gathered together to celebrate the success that we had accomplished in a short two years; however, the NCRTD Board of Directors, Executive Staff and dedicated employees as a team, worked diligently and tirelessly to enhance the vitality and worth of regional transit in north central New Mexico by providing an alternative means of transportation for hard working commuting families.

The American Recovery & Reinvestment Act (ARRA) funding for the Jim West Regional Transit Center was in the amount of $2.5 million and the stimulus dollars made it possible to acquire the property and building for our future Transit Center. It was one of my proudest moments as Chairman of the NCRTD to sign the check for the purchase and renovation of this endeavor.

It was my privilege as Chairman and member of the Board of Directors to pass a Resolution honoring the late Jim West, a fellow councilor and colleague from Los Alamos County in naming the Transit Center in his name. Jim West's memory shall live on as a Champion in providing public transportation to the citizens of north central New Mexico and beyond.

The NCRTD is a progressive and trail blazing organization. They are award winning and are recognized at the national and state levels in the transit and transportation industry as a leader and as an organization who is not afraid to make huge strides in serving those folks who are conscientious of their time, money and the environment by riding public transportation and helping reduce the carbon footprint of north central New Mexico. I wish to thank everyone that worked so hard to bring this organization to where it is today. A personal thanks to the Board of Directors and the Executive Director Josette Lucero for her leadership and to all the staff that deal with the day to day operation.

Thanks again to all,

Alfred Herrera
NCRTD Board Chairman

PASSENGER Transport

THE SOURCE FOR PUBLIC TRANSPORTATION NEWS AND ANALYSIS

MONDAY, OCTOBER 26, 2009 | VOLUME 67, NO. 22

New Mexico's NCRTD Breaks Ground for Facility in Espanola

Dignitaries Celebrate Second Anniversary of Agency

The North Central Regional Transit District (NCRTD) in Santa Fe, NM, broke ground Oct. 9 for its new, 12,000-square-foot public transportation facility in Espanola and commemorated its second year of operation at ceremonies attended by such dignitaries as Ben Lujan, speaker of the state House of Representatives. The district received $2 million in American Recovery and Reinvestment Act funds for purchase and renovation of the new facility.

Representatives of the state's Congressional delegation, New Mexico DOT, and local governmental entities participated in the program. New Mexico Gov. Bill Richardson and Lt. Gov. Diane Denish, strong supporters of public transit, sent congratulatory letters recognizing the NCRTD for reducing the region's carbon footprint; providing transportation choices to commuters; and helping families save on their household transportation expenses.

The NCRTD, commonly known as "the Blue Buses," provides free bus service throughout north central New Mexico, connecting with Rail Runner commuter rail and park-and-ride services in Espanola, Los Alamos, and Santa Fe.

Legislation signed by Richardson in 2003 authorized the creation of regional transit districts in the state; the following year, NCRTD, encompassing 10,079 square miles within a region of four counties and five northern Pueblos (Native American jurisdictions), was the first district certified by the New Mexico Transportation Commission. The district received a $250,000 startup grant from New Mexico DOT in 2005 and began providing public transit services in October 2007, creating and expanding 15 fixed routes since that time.

In April 2008, the NCRTD Board of Directors approved a Regional County Gross Receipts Tax Resolution adopting a tax of one-eighth percent. Voters approved the regional transit funding referendum for a tax of one-eighth of 1 percent on Nov. 4, 2008, to generate an additional $8 million for NCRTD operations including Rail Runner.

"I am extremely proud of the work the organization has accomplished throughout these difficult times and I am extremely grateful for the cooperative and collaborative effort by the member organizations," said NCRTD Board Chairman Alfred Herrera.

Marking the start of construction on NCRTD's facility in Espanola, NM, are, from left: front row, Mary Lou Quintana, Santa Clara Pueblo; Jennifer Catechis, representing Rep. Ben Ray Lujan (D-NM); Michele Jacquez-Ortiz, representing Sen. Tom Udall (D-NM); Elias Coriz, Rio Arriba County commissioner; Jack Valencia and Ivan Guillen of NCRTD; Alfred Herrera, chairman of the NCRTD board; New Mexico DOT Adjutant Secretary Rebecca Montoya; Josette Lucero, NCRTD executive director; and Ben Lujan, speaker of the New Mexico state House; second row, Anthony Mortillaro, Los Alamos County; Edwin Tafoya Sr., Santa Clara Pueblo; Charlie Gonzales, Taos County; James Rivera, Pojoaque Pueblo; Liz Stefanics, Santa Fe County commissioner; Pablo Sedillo, representing Sen. Jeff Bingaman (D-NM); Mike Anaya, Santa Fe County commissioner; and Robert Gibson, Los Alamos County.

North Central Regional Transit District (NCRTD) Organization

NCRTD Membership

Counties: Los Alamos, Rio Arriba, Santa Fe, and Taos, **Cities:** Espanola, and Santa Fe, **Pueblo's:** Ohkay Owingeh, Pojoaque, San Ildefonso, Santa Clara, and Tesuque

Board of Directors

The NCRTD is required by the district's by-laws to be governed by a Board of Directors, made of local elected officials and their designees.

The NCRTD Board of Directors is the authority of the governing body. The Board provides direction and performs oversight.

Who Serves on the NCRTD Board of Directors

The NCRTD is governed by an 11-member Board of Directors, which is comprised of local elected officials. Local elected officials consist of Mayors, City Council Members, County Commissioners, and Tribal Elected Officials.

Board Appointments

Each governing entity has one appointee and one designee to the NCRTD Board of Directors.

Board Officers

The officers of the Executive Board include a Chairman, Vice-Chairman and Secretary Treasurer. The officers are elected by the Board of Directors.

Board Meetings

The Board and its committees conduct work in regularly scheduled open meetings. The meetings are structured in a way to allow for public comment. Meeting agendas and related materials are available in advance of meetings. Meeting minutes and past agendas are posted on the NCRTD website and are available to the public.

The NCRTD holds regular meetings on the first Friday of each month. Regular meetings are held from 9:00 a.m. to 12:00 p.m. The location of the meeting rotates within the District and is always noticed in regional newspapers. Additional meetings are held as needed.

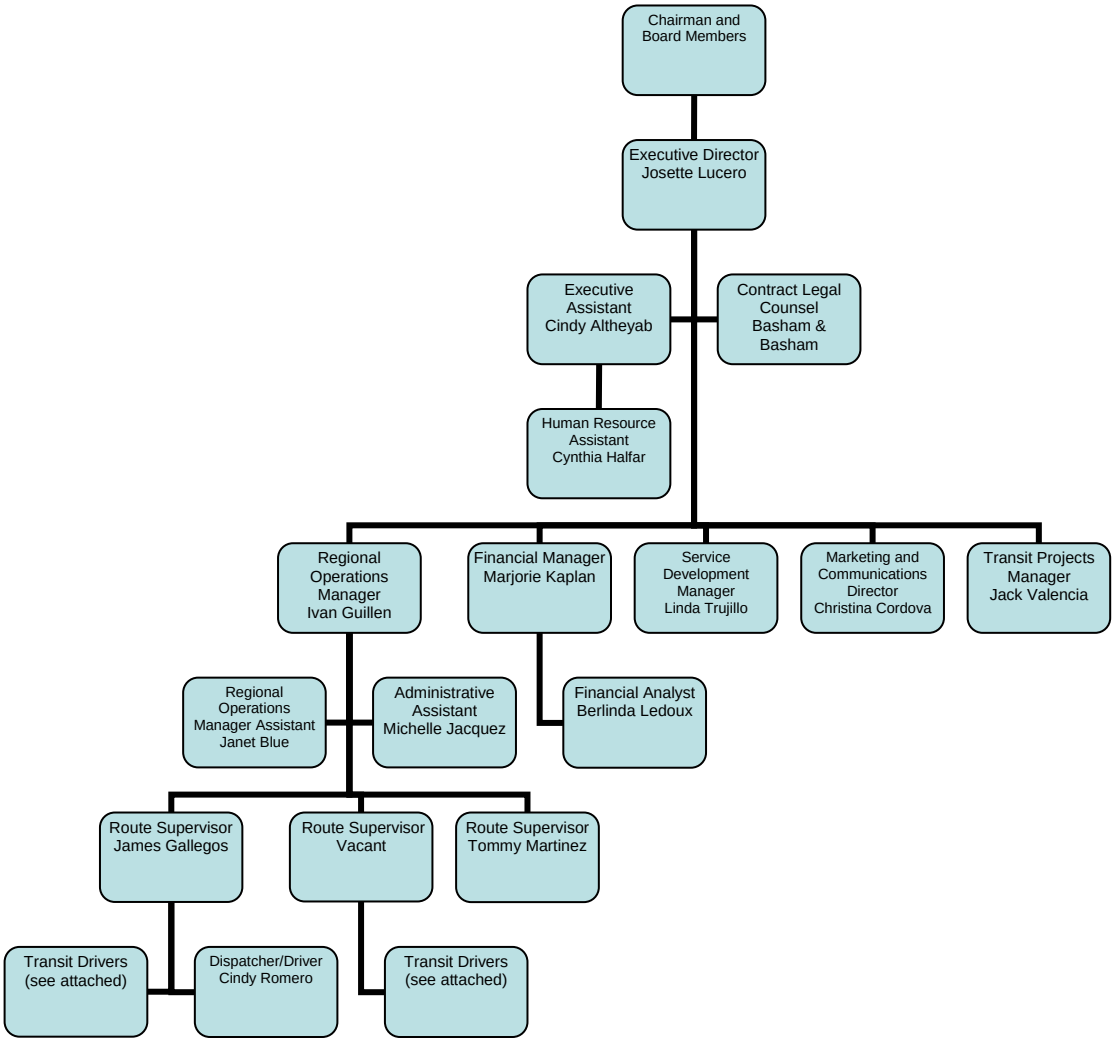
Committees of the Board

On occasion, the Board appoints ad hoc committees, such as: Executive Committee, Finance and Personnel, Regional Coordination & Consolidation, Marketing, Tribal and others as needed.

Janet Blue, Assistant Operations Manager presenting to the Regional Coordination and Consolidation Sub-Committee

NCRTD Transit Management

North Central Regional Transit District
Adopted by the Board of Directors in December, 2009


Chairman and Board Members
Executive Director Josette Lucero
Executive Assistant Cindy Altheyab
Contract Legal Counsel Basham & Basham
Human Resource Assistant Cynthia Halfar
Regional Operations Manager Ivan Guillen
Financial Manager Marjorie Kaplan
Service Development Manager Linda Trujillo
Marketing and Communications Director Christina Cordova
Transit Projects Manager Jack Valencia
Regional Operations Manager Assistant Janet Blue
Administrative Assistant Michelle Jacquez
Financial Analyst Berlinda Ledoux
Route Supervisor James Gallegos
Route Supervisor Vacant
Route Supervisor Tommy Martinez
Transit Drivers (see attached)
Dispatcher/Driver Cindy Romero
Transit Drivers (see attached)

The NCRTD has the following office and facility locations:

Administrative Offices:

Santa Fe Office
3600 Rodeo Lane, Suite B-6
Santa Fe, NM 87507

NCRTD Operations
1122 Industrial Rd.
Espanola, NM 87532

Taos Offices
Town of Taos
Taos County

Overview of the North Central Regional Transit District

The North Central Regional Transit District (NCRTD) was the first Regional Transit District (RTD) in the State and is to be commended for its leadership and visionary approach to addressing public transportation issues within its geographic boundaries.

The formation of the NCRTD has provided opportunities and challenges for the member jurisdictions and those jurisdictions have approached these challenges with a sincere commitment to improve public transportation services to its residents.

The NCRTD is authorized to provide transit service within the counties of Los Alamos, Rio Arriba, Santa Fe and Taos the cities of Espanola and Santa Fe and to five Pueblo's located within the RTD boundaries. The individual transit systems within the RTD are municipal partners. The administrative structure of the NCRTD is designed to support the enhancement of transit services where they currently exist, and to provide an efficient support service to the four (4) Counties which do not individually have the resources or expertise to provide these services.

Why the NCRTD is important to the Region and the state and why it should continue to be supported by the member jurisdictions:

- The primary guiding principle of the NCRTD is for the member agencies to coordinate and consolidate public transportation services on behalf of the Region.
- The RTD can speak as one voice on behalf of the member agencies.
- The RTD is a policy level partner and it is important to show that everyone is working together.
- The RTD can be a source of technical support to the member agencies.
- The RTD can take a broad regional view of the services the citizens need and develop routes and schedules to meet the collective needs.
- The RTD can reduce the need for duplicate or redundant facilities by maximizing the capital investments on behalf of the member agencies.
- From the customer perspective, the RTD can provide one point of contact for information dealing with service, routes, schedules and other operating issues.

2009 Issues the NCRTD should be aware of as we move forward

- The commuter market is becoming increasingly important, particularly with commuting costs becoming more expensive and traffic congestion worsening.
- Improvements to service at the local jurisdictional level need to be addressed.
- Mid-day regional service through and the RTD service area must be addressed.
- The need for state and local funding partnership to match state and federal funds.
- Continuation of collaboration with the Santa Fe MPO and the North Central RPO.
- Integration of long term development of a Santa Fe County transit program.
- The five Pueblos of Tesuque, Pojoaque, San Ildefonso, Santa Clara, and Ohkay Owingeh continue to have a need for both internal transportation service and regional connecting service into Espanola and into Santa Fe.
- Assist Tribes with accessing federal funds (Bureau of Indian Affairs, Federal Transit Administration, and Health and Human Services).
- Development of seamless and fully integrated service providing access to goods and services.
- Los Alamos, Rio Arriba, Santa Fe and Taos Counties have reached an important stage in their development and are facing more complex local and regional transportation problems, which could require a much greater role for transit. These Counties are now looking at ways to make their communities more supportive of transit and this will impact transit demand.

Results of 2009 Goals and Objectives of the NCRTD

The goals and objectives listed below were offered for consideration by the NCRTD in order to achieve an effective and efficient transportation network within the transit service areas of Los Alamos, Rio Arriba, Santa Fe and Taos Counties.

Goal 1: Establish a reliable and adequate source of financing for NCRTD transit services.

Objectives:

- Secure stable local funding through tax option in RTD legislation to match federal funds and state funds (should they become available).
- Maximize the utilization of available federal funds.
- Advocate for state funding for public transportation to allow a federal/state/local partnership on transit funding.
- Explore public/private partnerships.
- Explore creative financing opportunities that have been successfully used by other transit systems and local governments.

2009 RESULTS

-The RTD assisted the NMPTA with legislative assistance for state funding

-The RTD received Congressional Earmark monies of $475,000.00

-The RTD received American Recovery & Reinvestment Act (ARRA) funding of $2 million

-The RTD matched all federal funds available with member's local match

-The RTD met with NM Finance Authority and Local Government Division (DFA) to identify financing opportunities

Goal 2: **Increase personal mobility so that more people can contribute to, and participate in, the economic and social life of the larger community.**

Objectives:

- Provide local and regional connecting service into and from the geographic boundaries of the NCRTD to major employment and community centers.
- Provide this service not only during commute times but throughout the day as well.
- In addition to fixed route service, support commute options such as carpool, vanpool, and inter regional bus services.
- Either provides the service directly or through a contract provider, depending on costs, equipment and other operating issues.
- Develop a marketing and advertising strategy to increase awareness of this type of service.

2009 RESULTS

-The RTD hired a full time Marketing and Communications Director to positively promote the NCRTD with the public and media

-The RTD provides off peak, mid-day service to Los Alamos County

-The RTD expanded services to the Rail Runner South Capitol Station

-The RTD marketed and advertized in newspapers, radios and newsletters in the four county District

New Bus Shelter sign at Rail Runner Station South Capitol Station, Santa Fe

Goal 3: Ensure that citizens of the NCRTD have access to critical lifeline services.

Objectives:

- Develop frequent, convenient and fully accessible service for the special needs population which prioritizes access to medical and special care services, and also strives to provide access to other services that contribute to a better quality of life for this segment of the population.
- Work with local coalitions of transportation and social service providers, community and advocacy groups and individuals to identify community needs and prioritize service investments.

2009 RESULTS

-The RTD met with AARP to identify assistance and service to the aging population.

-The RTD met with social service organizations providers to identify common services and efficiencies that could be jointly attained.

-The RTD met with Medicaid management, contract providers, and a National consultant to determine opportunities for service and reimbursement to be provided by the RTD.

-The RTD met with Senior Citizen Centers encouraging seniors to ride transit

-The RTD provides sensitivity driver training.

Passengers load up on the "Blue Bus" in Espanola heading to Santa Fe

Goal 4: Ensure that the NCRTD Service plan is consistent and complementary to the Regional Transportation Policy Plan

Objectives:

- NCRTD is an active member of the RPO's and the Santa Fe MPO
- Quantify the benefits of an effective network of public transportation Services and serve as an advocate for utilizing transit to help meet the Regional Transportation goals of the area.

2009 RESULTS

-The RTD continued to participate in meeting and planning with both the North Central Regional Planning Organization (NCRPO) and Santa Fe Metropolitan Planning Organization (MPO).

-Research shows that Public Transit savings and cost benefit to riders

-Research shows that there is infrastructure savings by getting cars of the road

-Research shows the reduction of fuel emissions and improved environment

NCRTD Staff at 2009 Employee Christmas Luncheon, Espanola, NM

Goal 5: Develop a set of performance measures that maximizes the use of all funds made available to the NCRTD

Objectives:

- Establish a monitoring system that tracks trends in system performance, and overall success in providing quality public transportation services for residents of the NCRTD.
- Assist communities in developing new or improved ways of combining resources to fund the highest priority needs.
- Chart investments, service improvements and ridership over time to determine the best approach to providing services.

2009 RESULTS

-The RTD continues to compile monthly data and monitors effects and trends in ridership

-The RTD continues to work with member entities to insure funding priorities are addressed and is always looking to combine resources for greater leveraging of match requirements.

The RTD abides by the NMDOT performance measures in the CRRAFT reporting system that monitors cost per trip and mile.

Future Home of the NCRTD – The Jim West Regional Transit Center, Espanola, NM

Goal 6: **Reduce dependence on the private auto to contribute to improved air quality, reduce urban sprawl and lower levels of traffic congestion.**

Objectives:

- Introduce a broad range of transit services that serves different markets.
- Develop high quality service that is complementary to the other modes, and is competitive with the private auto in terms of comfort, safety and convenience.
- Integrate transit service and land use policies.

2009 RESULTS

-The RTD began transit services with local area emphasis, and broadened to commuter transit for workforce purposes, in addition to servicing rural riders into urban centers for commerce, medical, and educational purposes.

-The RTD provides high quality of service while providing the rider with cost effective, safe, convenient, and dependable transportation.

-The RTD continues to coordinate with Santa Fe Trails, Atomic City Transit, Taos Chile Lines, and NM Park and Ride to transfer passengers for greater mobility.

-The RTD reduced dependence with single occupancy vehicles by initiating new service in the region, thus helping in the reduction of the regions carbon footprint.

Chairman Alfred Herrera is pictured with State Representative Roberto "Bobby" Gonzales and NMDOT Rail & Transit Officials during the 2009 "Transportation Day" at the Legislature

NCRTD 2009 RESOLUTIONS ACTED ON

2009-01

AUTHORIZING THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD) EXECUTIVE STAFF TO SEEK SUPPORT FROM THE NEW MEXICO DEPARTMENT OF TRANSPORTATION COMMISSION OF THE NCRTD'S TRANSIT CAPITAL REQUEST AND TRANSIT PROJECT INCLUSION IN PRESIDENT OBAMA'S ECONOMIC STIMULUS BILL

2009-02

REQURING ALL MEMBER SERVICE PLANS TO BE REVIEWED AND APPROVED BY THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD)

2009-03

REQURING ACCOUNTABILITY FOR ALL (NCRTD) FUNDS DISTRIBUTED TO NCRTD MEMBERS

2009-04

2008-2009 ADJUSTED BUDGET

2009-05

2009-2010 PRELIMINARY BUDGET

2009-06

CONTINUE RESOLUTION 2008-17 TO ELIMINATE FARES FOR ALL FIXED R PARATRANSIT UP TO THREE FOURTHS OF A MILE FROM FIXED ROUTES OF THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT

2009-07

REQURING REVIEW AND COORDINATION OF MEMBER'S LOCAL SERVICE PLANS AND ACCOUNTABILITY FOR ALL NCRTD FUNDS DISTRIBUTED TO NCRTD MEMBERS

2009-08

OPEN MEETINGS ACT AMENDED

2009-09

DIRECTING AND AUTHORIZING THE EXECUTIVE DIRECTOR TO PROCEED WITH DUE DILIGENCE IN ORDER TO NEGOTIATE AND ACQUIRE REAL PROPERTY SELECTED BY THE BOARD

2009-10

RATIFYING AND AUTHORIZING THE PURCHASE OF REAL PROPERTY

2009-11

2009-2010 FINAL BUDGET

2009-12

AUTHORIZING THE NORTH CENTRAL REGIONAL TRANSIT DISTRICT (NCRTD) EXECUTIVE STAFF TO SEEK INFRASTRUCTURE CAPITAL IMPROVEMENT PLANNING (ICIP) FUNDING, CAPITAL OUTLAY FUNDING AND 5309 FEDERAL TRANSIT ADMINISTRATION (FTA) DISCRETIONARY FUNDING

2009-13

DEFINING STANDARDS AND PRACTICES FOR THE IMPLEMENTATION OF NEW SERVICE ROUTES

2009-14

FINANCIAL POLICIES

2009-15

AMERICANS WITH DISIBILITIES ACT

2009-16

OPEN MEETINGS ACT “2010 MEETING CALENDAR”

2009-17

JIM WEST REGIONAL TRANSIT CENTER

Service Characteristics

Fare Structure

The North Central Regional Transit District's planned fare structure will be a combination of demand response, fixed rate as well as zone-based structure. The following table shows current fares in effect:

				MONTHLY PASS	MONTHLY PASS
		FIXED ROUTE AND	DEMAND RESPONSE	20 RIDES	20 RIDES
ZONE	AREA	CURB TO CURB	DOOR TO DOOR	FIXED ROUTE AND CURB TO CURB	DEMAND RESPONSE AND DOOR TO DOOR
Zone 1	0-15 Miles	$1.00	$2.00	$18.00	$36.00
Zone 2	16-30 Miles	$2.00	$4.00	$36.00	$72.00
Seniors	(Age 60 +)				
Zone 1		$0.50	$1.00	$9.00	$18.00
Zone 2		$1.00	$2.00	$18.00	$36.00
Students	(Age 13 +)	Regular Fare			

*** Adopted Free Fares according to Resolution 2008-16** *A Resolution extending Resolution 2008-04: Eliminating fares on a trial basis for all fixed routes and Paratransit up to three-fourths of a mile from fixed routes operated by the NCRTD*

Hours and Days of Service

Transit services are available from 6:00 a.m. until 7:00 p.m. Monday-Friday. No Saturday service was available in 2009. Additionally, no service was available on holidays, these holidays include: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Paratransit services are available at all times of operation. Most vehicles are lift equipped and all drivers are trained in Passenger Safety and Security.
Demand response service will be transitioning toward the fixed route service recommended by the 2006 service plan. All new vehicles procured are wheel chair equipped, meeting all ADA requirements.

Service Area & Service Connections.

The service area for the North Central Regional Transit District follows the boundaries of the member entities. Presently, service in Rio Arriba County is centered on the Espanola area. Due to the way the Santa Fe County line intersects into the City of Espanola, there is minimal service into Nambe and Pojoaque which lie in Santa Fe County. The NCRTD has coordinated connective services with the five tribal members, Park and Ride, Municipal members and to the Rail Runner in Santa Fe.

Highlights of Ground Breaking Ceremony, October 2009

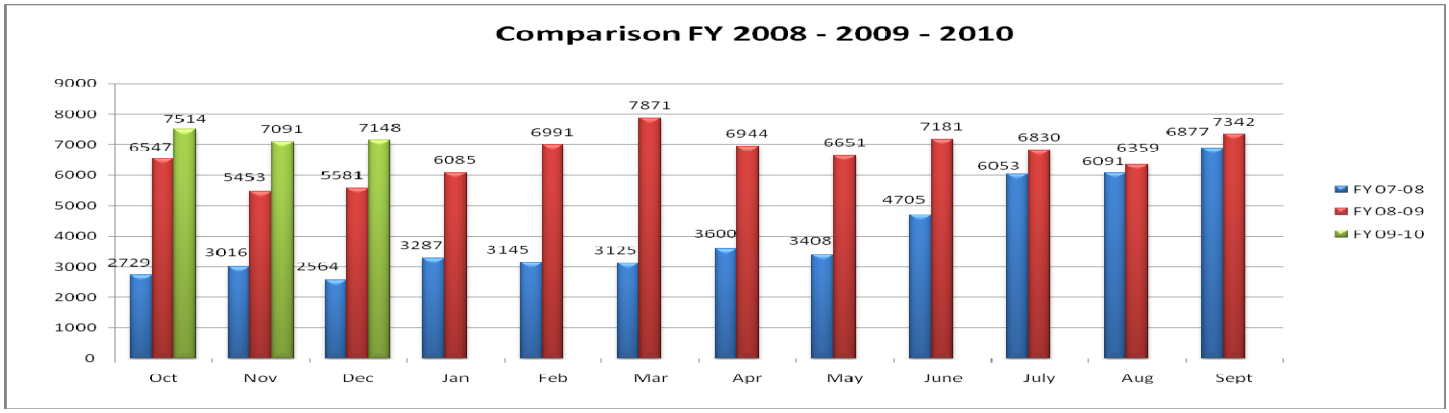
Linda Trujillo, Service Development Manager is photographed with Josette Lucero, Executive Director & Chairman Alfred Herrera receiving the SWTA Award for the Route Map she designed

Jack Valencia Transit Manager is photographed with Josette Lucero, Executive Director & Chairman Alfred Herrera receiving the SWTA Award for the GRT Election campaign material he designed

NCRTD Drivers attended the 2009 2nd Year Anniversary Celebration and the Ground Breaking Ceremony of the Jim west Regional Transit Center

Dignitaries proudly pose with the ARRA sign at the 2009 2nd Year Anniversary Celebration and the Ground Breaking Ceremony of the Jim west Regional Transit Center

2009 Ridership Data



FFY 08-09
Explanations for Amounts of Monthly Increases/Decreases

Oct 08	Down 243 trips – 3.5%
Nov 08	Down 1181 trips 8.0% 17 days of operating average is 21
Dec 08	Up 2.4% from Nov. increase of 2 more rider days this month
Jan 09	Up 9.1% from Dec passengers tend to ride during inclement weather also increase rider days
Feb 09	Up 14.89% from January
Mar 09	Up 12.59% from February
Apr 09	Down 11.78% from March Spring Break from Schools
May 09	Down 4.2% from April 2 less rider days
Jun 09	Up 8% from May 22 rider days
Jul 09	Down 5% summer generally shows lower ridership as people are walking and biking- schools are closed
Aug 09	Down 6.90% summer and schools are closed
Sept 09	Up 5.25% schools are back in session
Oct 09	Increase 2.35% from Sept. due to increase in rider days from Sept.
Nov 09	Decrease of 5.65% FROM Oct due to 18 rider days due to Holiday closures
Dec 09	Increase 2.35% from Nov 22 rider days

Year to Date Ridership

07-08 48,600 yearly ridership October 1, 2007- September 30, 2008 (NCRTD first year of operation)

08-09 79,835 yearly ridership -October 1, 2008- September 30, 2009

FY 2008-2009 Annual Budget

Federal Funds	
ARRA Stimulus Funds	2,000,000
5304 Planning	100,000
5309 Capital	475,000
5311 Administrative	567,288
5311 Operating	467,510
5311 Capital	117,920
5316 (JARC)	350,000
TANF	47,000
Tribal Transit	250,000
Local Matches	
City of Espanola	37,804
Ohkay Owingeh	7,500
Pueblo of Pojoaque	30,000
Pueblo of San Ildefonso	30,000
Pueblo of Santa Clara	9,521
Pueblo of Tesuque	43,572
Taos County	59,635
LA Contribution	880,000
Rio Arriba County	113,200
Santa Fe County	120,000
Total Annual Budget	**$5,705,950**

Jack Valencia, Transit Manager and Board Member Jon Bulthuis look over the budget

2009 Fleet Inventory

UNIT #	Plate #	VIN NUMBER	MAKE	MODEL	PASS #	CONFIG	YEAR	MILEAGE
T-500	G-76190	3FRNF65C19V127602	FORD/GLAVAL	F-650	32	BUS	2009	68,144
T-502	G75210	1FD3E5L28DA70733	FORD/STARTRANS	E-350	12	CUTAWAY	2008	68,144
T-506	G-42696	2B6LB31Z8XK577166	DODGE/BRAUN	B-350	10	EXTD VAN	1999	202,679
T-507	G-42694	2B6LB31Z4XK577181	DODGE/BRAUN	B-350	10	EXTD VAN	1999	185,541
T-509	G-47617	2B4JB25Y51K533242	DODGE/BRAUN	B-150	10	VAN	2001	198,082
T-510	G-47609	1FMRE11LXYHB11753	FORD	E-150	N/A	VAN	2000	200,125
T-511	G-64858	2B5WB35Z61K555167	DODGE/BRAUN	B-350	10	EXTD VAN	2001	203,882
T-512	G-64403	2B5WB35Z01K555164	DODGE/BRAUN	B-350	10	EXTD VAN	2001	133,454
T-513	G-66741	1FDWE35L16DA40455	FORD/STARTRANS	E-350	12	CUTAWAY	2006	77,935
T-514	G-66740	1FDWE35LX6DA40454	FORD/STARTRANS	E-350	12	CUTAWAY	2006	84,723
T-515	G-66739	1FDWE35L36DA40456	FORD/STARTRANS	E-350	12	CUTAWAY	2006	92,952
T-516	G-75415	1FDWE35L27DB21675	FORD/STARTRANS	E-350	12	CUTAWAY	2007	58,259
T-517	G-75416	1FTSS34L17DB41364	FORD/BRAUN	E350	10	EXTD VAN	2007	92,826
T-518	000968SG	1GBDV13W68D147585	CHEVY/BRAUN	UPLANDER	6	MINI VAN	2008	29,000
T-519	G-74640	1GBDV13W98D151758	CHEVY/BRAUN	UPLANDER	6	MINI VAN	2008	83,961
T-520	G-74641	1FD3E35L28DB32499	FORD/STARTRANS	E-350	12	CUTAWAY	2008	75,311
T-521	G-71610	1FDWE35L9DB26498	FORD/GOSHEN	E-350	12	CUTAWAY	2007	108,521
T-522	G-71608	1FDWE35L37DB26495	FORD/GOSHEN	E-350	12	CUTAWAY	2007	73,821
T-523	G-71609	1FDWE35L07DB32495	FORD/GOSHEN	E-350	12	CUTAWAY	2007	73,208
T-524	G-75417	1GBDV13W17D190620	CHEVY/BRAUN	UPLANDER	6	MINI VAN	2007	101,155
T-525	G-71558	2G1WB58K089185152	CHEVROLET	IMPALA	N/A	SEDAN	2008	22,500
T-526	G-74639	1FT2S34L48DB41635	FORD/BRAUN	E-350	10	EXTD VAN	2008	33,706
T-527	G-75123	1FT2534L18DB44976	FORD/BRAUN	E-350	10	EXTD VAN	2008	100,298
T-528	G-76188	3FRNF65C89V127600	FORD/GLAVAL	F-650	32	BUS	2009	44,484
T-529	G-76189	3FRNF65CX9V127601	FORD/GLAVAL	F-650	32	BUS	2009	43,994
T-530	G-76192	3FRNF65C89V123160	FORD/GLAVAL	F-650	40	BUS	2009	20,614
T-531	G-76191	3FRNF65C29V123154	FORD/GLAVAL	F-650	40	BUS	2009	35,282
T-532	G-76306	1GBDV13WX8D211756	CHEVY/BRAUN	UPLANDER	6	MINI VAN	2008	37,296
T-533	G-76305	1GBDV13W980198966	CHEVY/BRAUN	UPLANDER	6	MINI VAN	2008	48,592
T-534	001499SG	1GDE5V1969F406260	GMC/GLAVAL	C5500	28	BUS	2009	33,296
T-535	001498SG	1FDEE35L19DA52802	FORD/GOSHEN	E-350	12	CUTAWAY	2009	20,734
T-536	001501SG	1FDEE35L49DA52776	FORD/GOSHEN	E-350	12	CUTAWAY	2009	31,368

2009 Summary

"I am extremely proud of the work the organization has accomplished throughout these difficult times and I am extremely grateful for the cooperative and collaborative effort by the member organizations. One of the SWTA awards we received was for the Gross Receipts Tax Initiative and that is a reflection of the continued support of the general public regarding rural transit in North Central New Mexico", said NCRTD Board Chairman, Alfred Herrera.

In 2009, the North Central Regional Transit District garnered three 1st Place Awards at the Southwest Transit Association's Marketing Workshop in Dallas, TX. SWTA represents eight states in the southwest which include Arizona, Arkansas, Colorado, Kansas, Louisiana, New Mexico, Oklahoma and Texas. The SWTA Spotlight Awards honor outstanding work for a total transit marketing campaign and recognizes a total mixed-media marketing campaign that shows a unifying strategy, purpose or theme. This is typically an awareness building or educational campaign.

The three Awards received by the NCRTD were for the newspaper insert regarding the Gross Receipts Tax Election. The objective was to provide outreach and voter confidence to support an $8 million dollar tax initiative within a four county region in North Central New Mexico. Another award was for the NCRTD Route Map which was designed to acquaint the population to the new Public Transportation service within a four county area covering in excess of 10,000 square miles. The third award was won for a 30 second radio spot to assist in an informational effort for a Gross Receipts Tax Election Initiative. The voice of the spot was New Mexico Governor Bill Richardson, a strong supporter of public transportation.

The NCRTD also proudly celebrated its 2nd Year Anniversary and Ground Breaking Ceremony of the new Transit Facility in Espanola in October. The Ceremony was at the new location of the Jim West Regional Transit Center located on Riverside Drive. The NCRTD received $2 million dollars from the American Recovery & Reinvestment Act abbreviated as ARRA, signed by the 111th Congress and President Obama for the purchase and renovation of the new Transit facility.

The official ceremony consisted of numerous speakers representing the New Mexico Congressional Delegation, NMDOT, Los Alamos, Rio Arriba, Santa Fe and Taos Counties. Ben Lujan, Speaker of the House of Representatives and a strong advocate of rural and public transit addressed the crowd gathered to celebrate the event.

The most important accomplishment for 2009 was the purchase and Ground Breaking Ceremony of the Jim West Regional Transit Center in Espanola in October, 2009. The $2 million dollar investment was with the ARRA funding received by the NCRTD.